

CLAIMS

What is claimed is:

1. A merchandiser for envelope packaging, comprising:

one or more pair of pinch barriers defining a pinch gap, said gap of a width effective in pinching a pinchable portion of one or more envelope packages proximate to a relatively rigid portion of said envelope packages; and

wherein said pinching is to a degree effective in securing said envelope packages within said pinch gap while permitting easy pull removal of said envelope package without damage thereto.

2. The apparatus of claim 1 wherein each said pair of pinch barriers comprises a pair of rods.

3. The apparatus of claim 1 wherein said pinch barriers are arranged in a rack.

4. The apparatus of claim 1 wherein said pinch barriers are arranged in a carousel.

5. The apparatus of claim 4 wherein said carousel is adapted to rotate.

6. The apparatus of claim 1 wherein said pinch barriers comprise the sidewalls of an aperture defined in a sheet of material.

7. The apparatus of claim 6 wherein said sheet of material is flexible.

8. A preloaded merchandiser for envelope packaging, comprising:

one or more pair of pinch barriers defining a pinch gap, said gap of a width effective in pinching a pinchable portion of one or more envelope packages proximate to a relatively rigid portion of said envelope packages;

wherein said pinching is to a degree effective in securing said envelope packages within said pinch gap while permitting easy pull removal of said envelope package without damage thereto; and

wherein one or more envelope packages are so secured thereon.